

FREE TO ATTEND

WEBINAR →

CORPORATE COMMUNICATION & YOUR BRAND

Wednesday 16th December 2020

11:00am UK Time | 2:00pm Dubai Time | 3:00pm Pak Time

Speaker

Dr. Valerie A Bram

BA(Hons) DipEd PhD MIOD

MD of T2 Linguistics

(<https://www.t2linguistics.com/>)

30 years experience in world-wide consultancy

Specialist in Psycho-Linguistics

Worked in Africa, America, Asia, Europe,
Middle East, UK

Overview

Brands are unique and are designed to set organisations apart from one another. There is little point in investing in a brand if it's not reflected in all aspects of corporate behaviour and every facet of corporate communication.

So all written and spoken messages should employ a range of sophisticated psychological and linguistic strategies that project the personality of a company, along with its values and attitudes - which are carried in its distinct Tone of Voice.

One organisation. One persona. One voice.

Key Takeaways

This Webinar Will Explore How To:

- **Measure** the delivery of your brand across all aspects of your corporate communication
- **Implement** a strategy to close any gaps that emerge
- **Equip** your teams with enhanced psychological and language skills
- **Remove** barriers to essential changes that may be needed
- **Measure** the impact of improved communication on performance and profitability.

Who Should Attend

Anyone who wants to deepen their understanding of how language and psychology can transform corporate messages.

Zoom Registration Link:

<https://bit.ly/36v47gV>

For Details & Registration contact

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